Public Relations Build Brand Through Social Media (Study at Universitas Tarumanagara as an Entrepreneurship College)

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Abstract— **Every college that supports freedom of identity and excellence is a distinguishing value from other universities. The way is by communicating with shareholders through various media both conventional and non-conventional, namely social media. Universitas Tarumanagara (Untar) as one of the private universities in Jakarta also proves its identity and excellence as a college that has integrity, professionalism, and entrepreneurship. This superiority and identity must be communicated to so that the public knows that Untar is an entrepreneur and is identical with entrepreneurship. The task and function of communicating are in the public relations work unit. The role of public relations in brand formation is to make product identity communicated to the public. Untar Public Relations uses social media by prioritizing various activities related to entrepreneurship and one of the strategies to make a brand. The management of sustainable and sustainable social media accounts is a strategy to build the Untar brand as an entrepreneurial campus. Consistency in prioritizing messages related to entrepreneurship becomes a brand building strategy. While the ongoing message delivered also supports and strongly supports the Untar brand.**
Keywords: public relations, brands, social media

I. INTRODUCTION

A reputation attracts prospective students to enroll in college. At present in Jakarta, there are around 333 private universities that compete to get prospective students. Every private university tries to highlight its identity and excellence as a differentiating value with other universities. The way is by communicating with stakeholders through various media both conventional and non- conventional, namely social media.

Higher education, especially the private sector, has an educational function that is far from commercialization. However, so those private universities can continue to "live" surely they must be managed like a company. Muktiyo was quoted by Sinatra and Darmastuti in the Journal of Science Scriptura as stating that the PTS which is required to be self-sufficient and self-managed is still burdened by considering morals, ethics, and status which are full of demands. That is, the work of the college business is certainly not as free as the figure of a manufacturing company or other service industry

Public Relations Observer Prayudi, Ph.D. said that private universities carry a social mission but as a private institution it seems impossible if private universities do not think about profit factors. According to him, private universities are still required to make profits.

According to Prayudi, talking about private universities can actually be seen as an industry in the field of education services. This is reasonable because college operational costs are mostly based on tuition paid by students**.**

This opinion clarifies the position of private universities that have social functions, but the existence and sustainability as an organization must remain. This is what makes private universities have to look for business efforts to run. And according to him, public relations is carried out in carrying out the role of branding in its capacity as a form of a reputation for its institutions.

The greater the college, the more complex the relationship that must be considered. Like a large company that has thousands of workers as its internal public, universities also have thousands of students, lecturers, and employees. Not to mention if alumni are also part of their internal public.

Higher education institutions also have external stakeholders who are not less important to play in the business world. Higher education must relate to the government especially the Ministry of Education and research because it is related to many policies and rules. The business world is also a very strategic partner for universities. Cooperation with the business world can be proof of the trustworthiness of higher education institutions towards the quality of graduates and scientific products from research results that can be utilized by the business world. And of course the media.

Universitas Tarumanagara (Untar) as one of the private universities in Jakarta also strives to show its identity and excellence as a college thathas integrity, professionalism, and entrepreneurship. These three values are expected to grow in Untar academics

Rector of Untar Prof. Dr. Agustinus Purna Irawan stated that Untar graduates must be able to open jobs so that

it does not become a burden to the country. Therefore Untar graduates are expected to have the spirit of entrepreneurship that will open employment opportunities for the community and drive the wheels of the Indonesian economy. From the results of the research, it was proven that Untar alumni were mostly entrepreneurs.

This superiority and identity must be communicated to so that the public knows that Untar is an entrepreneur and is synonymous with entrepreneurship. The task and function of communicating are in the public relations work unit under the rector. Public Relations utilizes media through news published in conventional media such as newspapers and TV and online to convey information about activities related to entrepreneurship. It is expected that the community can identify Untar as a college of entrepreneurship. This is the brand Untar wants to appear through his public relations.

Purwani [1] delivered branding is very important for the survival of the company. A well-known and trusted brand is an invaluable asset.

Purwani quotes Leslie De Chernatony, Brand has several roles for companies that market it. A successful brand can be a barrier for competitors who want to introduce the same brand. Brands also have an important strategic role by being a differentiator between the products offered by a company and its competitors. The strong brand image allows the company to gain trust directly from consumers. From a consumer perspective, a trusted brand is a guarantee of the consistency of a product's performance and provides any benefits (in the form of status or prestige) that consumers are looking for.

Therefore, then the brand can be seen as two different behaviors; fulfillment that is consistent with the promise and increased expectations on the brand; and the formation and assignment of clear visuals and continuous personal and business character to reflect the brand positively through all communication and marketing tools

In addition, technological and community developments also have an impact on the media used. According to the survey, it is known that social media users are the younger generation so that public relations should not reveal the power of social media in building opinions.

Wakefield in Kriyantono found that the internet had influenced the way public relations in communicating with the public and symmetrical models were considered too narrow to describe the implementation of public relations activities globally.

The symmetrical model delivered by Ruth, Joni, and Pradipta [2] illustrates the reciprocal two- way communication process between the messenger and the party being targeted by the communication. Public Relations facilitates communication within the corporate environment so that two-way communication occurs within the organization. Furthermore, public relations fosters good relations between the company and its external public.

Public Relations in higher education has duties and functions that must focus on social functions as an educational institution but must also give profit to the institution. With the increasing number of private universities now increasingly making services to provide

the best education increasingly competitive. It cannot be denied that every year the college is "competing" to get new students. This situation certainly involves promotional, marketing and of course public relations efforts.

The submission of messages through social media for higher education is very important, especially because most of the people are students. Every college wants to build an image according to its character. Likewise, the famous Untar produces entrepreneurs. The message was communicated to the public through various media. For the younger generation which is considered the most suitable is through social media. Because students and prospective students are still classified as the younger generation who are the biggest users of social media.

Research conducted by We Are Social and Hootsuite and reported by okezone.com [3], revealed that Indonesians are very fond of visiting social media. Recorded, at least there are now approximately 130 million Indonesian people who are active in various social media, starting from Facebook, Instagram, Twitter, and others.

In this report, it was also revealed that in January 2018, there were a total of 265.4 million Indonesians. While the penetration of internet usage reaches 132.7 million users.

If you compare the number of internet users with social media users, this means that around 97.9 internet users in Indonesia have used social media. Whereas when compared with the total population of Indonesia, this means that approximately 48 percent of Indonesia's population has tasted social media.

The results of research conducted by **CSIS in 2017** are known that social media users in Indonesia are the younger generation. From their data, it appears that social media users, in general, are those aged 17-29 years or commonly called millennial generations. Meanwhile, S1 students generally are in the same age range.

The use of social media in shaping university brands such as Untar is more appropriate for the younger generation. This assumption can also be extended if public relations wants to convey a message to the younger generation, the most appropriate media is through social media.

II. LITERATURE REVIEW

Untar Public Relations builds communication with internal and external audiences. In conducting publications, it also utilizes conventional media and social media. The social media that is managed is Instagram, Facebook, Twitter, and YouTube. Public Relations is also fairly active in delivering messages through social media, which averages three posts a week.

Public relations activities play an important role in organizational policies related to environmental factors that affect the company's business activities. These factors include social stratification, social welfare, as well as political, legal, and regulatory processes related to company operations. All of these factors need to be

understood because they can affect the reputation of the organization and public acceptance [4].

The implementation of the public relations strategy in communication is known as 7-Cs which includes credibility (credibility), context (context), content (content), clarity (continuity), continuity and consistency (continuity and consistency), channels (channels), and capability of the Audience. Communication and action are not goals, but ways to achieve goals. The purpose of public relations is the results described in the program objectives. [5].

Public Relations in higher education has duties and functions that must focus on social functions as an educational institution but mustalso give profit to the institution. With the increasing number of private universities now increasingly making services to provide the best education increasingly competitive. It cannot be denied that every year the college is "competing" to get new students. This situation certainly involves promotion, marketing and of course PR.

Meanwhile for more specific explanations related to public relations in higher education can be explained in the definition conveyed by Lumbald and Stewart [6] that School community relations (school PR) are a process of communication between a school and its publics directed toward school improvement. Besides that, it also explained some of the objectives that would be generated from public relations including increasing understanding and influencing audience behavior [6].

The two objectives of Public Relations above can be attributed to this paper that tertiary institutions have a goal that can provide knowledge, understanding and even enlightenment and this becomes the emphasis of public relations goals in universities.

Understanding of the brand defined by Philips Kotler in Rangkuti [7] is: "A brand name, term, sign, symbol, or design or combination of them, intended to identify the goods or services of one seller or groups of sellers and differentiate them from those competitors".

Whereas according to AB Susanto and Himawan Wijanarko [8] explaining the brand is the name or symbol associated with the product or service and raises psychological meaning or association.

Chun, Lee, Heath [9] the meaning of "brand" is imprecise and complex as are the factors that influence it. Consensus suggests that each brand is a composite of several elements, such as name, logo, symbolism, package design, and product lines as well as service quality, customer relations.

Meanwhile, Michael Levine [10] suggests the relationship between public relations in branding. According to him, "Public relations does not create the product or its identity. Its role in branding is considerably more subtle ". Regarding branding, public relations does not create a product or identity.

The role of public relations is far more "subtle" which is to make the identity of the product communicated to the public.

He continued, "Public relations is about the message and their delivery, but the isn't all public relations is in correlation with branding, the goal of public relations must always be to create a feeling in the mind of the target audience for which the message is being tailored. If branding is about creating an identity for product, service, or identity (company or individual). Public relations contribution to branding is about making that identity friendly and likable for the public-specifically the public for which the message is intended" [10].

Lenvine thinks that the contribution of public relations in branding is to make identity closer, especially to the audience where the message is delivered.

Meanwhile, brand understanding for a higher education institution was delivered by Iqbal, Md.Rasli and Hasan [11] University brand, in fact, is the perception and reputation developed in the minds of the people about the university or institution. It is the reaction to the people when they hear or see the name or symbol of some university or institute.

Brands at universities, in fact, our perceptions and reputations that develop in the minds of audiences about universities or institutions. This is a reaction that comes to people's minds when they hear or see the names or symbols of several universities or institutions.

The function of carrying out information services is in Public Relations which, based on the definition of Grunig & Hunt is "management of communication between an organization and its public." While communication is the production, process and influence of symbols or messages and information is a collection of symbols (messages) that are meaningful

Understanding of David Meerman Scott [12] social media in the book The New Rules of Marketing and PR writes: "Social media provides the way people share ideas, content, thoughts, and online relationships. Social media differ from so- called "mainstream media" in that anyone can create, comment on, and add to social media content. Social media can take the form of text, audio, video, maps, and communities ".

The above understanding related to this article is where social media is a place to share ideas, thoughts, and relationships online as well giving an opportunity to create a message exchange. Social media is usually used in the form of informal communication. The messages that occur can involve various things with various forms and variations of delivery.

Meanwhile, a more technical definition was delivered by Kaplan and Heinlen in Acar [13] "Social media as" a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and allow the creation and exchange of generated content ".

In the two above understandings related to this article is where social media is a place to share ideas, thoughts, and relationships online and provide an opportunity for the creation of message exchanges. Social media is usually used in the form of informal communication. The messages that occur can involve various things with various forms and variations of delivery.

Social media for public relations practitioners is reshaping the concept of relationships with audiences as explained by Motion, Heath and Leitch [14]

The role of public relations in social media is reflected in the core concepts and practices of public relations. These concepts include authenticity, power, knowledge, social capital, dialogue, relationships, sharing, meaning, risk, transparency, and truth as they are played out in social media contexts.

From these explanations, there are several aspects that occur from social media, namely, among others, how public relations builds relationships and dialogue with its audience.

This is reinforced by Theaker [15] When the public relations society of America (PRSA) consulted its members on how they would define public relations given the impact of social media. They came with public relations, a strategic communications process that builds mutually beneficial relationships between organizations and their publics.

It tells us that public relations are not tied to a particular public relations tool (i.g. social media or media relations) as these are public relations tools people use.

To explain public relations has an impact on social media, the explanation of public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their audiences. Here it is explained that public relations are not only tied to one tool and social media is one of them.

III. DISCUSSION

Untar as one of the private universities in Indonesia must also communicate the advantages possessed to the intended audience. Technological developments, especially in communication, require Untar public relations to adapt to these advancements. Including in terms of how to do branding so that Untar is known as an entrepreneurship college.

Rini, Rusmiwari, and Widodo [16] cite H. Fayol in Ruslan stated that public relations activities and objectives are one of them, namely building corporate identity and image (building corporate identity and image), including creating a positive corporate image and sera supports two-way reciprocal communication activities with various parties.

From this opinion, public relations has activities that one of the targets is to build the identity and image of the institution. A brand is the identity of a company that must be built.

According to Iqbal, Md. Rasli and Hasan [11] In the case of higher education sector the image of the institute is important especially for the external customers like parents, friends, industry, etc. who have an influence on the choice decision of the students. Therefore, a good image is a top branding tool in the case of the higher education industry.

The opinion above confirms that the important thing is a good image is good branding for a college. This means that public relations must really communicate the

reputation that has been achieved by the college so that the audience who become stakeholders also recognize it.

Untar's rector said that entrepreneurship colleges can be interpreted that Untar produces graduates who have the entrepreneurial spirit, namely competitive, risk-taking and innovative. In addition, the meaning of entrepreneurship can also be seen from Untar alumni, mostly involved in being successful entrepreneurs. This advantage must be communicated to the public by public relations so that it becomes the brand of Untar.

Untar as a college of entrepreneurship becomes a brand that must be communicated so that it is inherent and strong in the minds of the public. Untar Public Relations conducted various ways to achieve this, one of which was by publishing publications using social media.

Untar Public Relations uses publications through conventional media and social media. Especially through social media, public relations manages four official social media namely Instagram, Facebook, Twitter, and YouTube. The reason is that the social media is the most widely used in Indonesia, especially the younger generation.

Building the Untar brand begins with delivering tangible evidence so that trust can be built. It is difficult for people to believe if there is no concrete evidence. That is what Untar public relations does by always posting activities related to entrepreneurship and profile of Untar alumni success as an entrepreneur.

Tai and Chew quoted Dindra Desmipian, M. Sulthan, Dian Bestari S.R in the journal Acta Diurna vol. 10 no.2 in 2014 [17], there are at least 10 rules for doing branding that can be used as guidelines such as (1) perception is reality, (2) luck for the first, (3) make new categories, (4) your focus, (5) differentiation, (6) use public relations to build brands, (7) find great names, (8) Always be consistent, (9) find enemies, not friends, and (10) know the right time to launch a second brand .

From these rules, there are several guidelines that are in accordance with the strategies carried out by Untar public relations. First, build perceptions through reality by uploading things related to Untar's activities or achievements in the field of entrepreneurship. Public Relations want to show that entrepreneurship is truly the identity of Untar.

The second guideline is differentiation, namely by declaring Untar as a university that produces reliable entrepreneurs. Of course, there are also several other universities that also claim the same thing. For this reason, it is also necessary to communicate other advantages that distinguish them. Untar Public Relations tries to increase the intensity of publications on social media so as to strengthen people's perceptions.

Public relations observer Prayudi said that all private universities want to carry out their branding in the midst of competition, so this differentiating element is crucial. In simple terms, it can be interpreted that the community will choose universities that are unique or something that differentiates them from other universities.

Other guidelines that are in accordance with So far the brand has always been associated with marketing activities. The involvement of public relations in building brands has been carried out by Untar public relations through social media.

Meanwhile the implementation of the public relations strategy in communication known as 7-Cs includes credibility (credibility), context (context), content (content), clarity (clarity), continuity and consistency (continuity and consistency), channels (channels), and capability of the audience.

Untar's public relations strategy in implementing social media accounts that are truly well managed is a form of credibility from Untar. Anyone can create an account with the name Untar and this is a weakness of social media. For this reason, the credibility of an account can also be determined by the credibility of its management.

Content that emphasizes entrepreneurship with a greater proposition can make people understand that Untar is a campus that has that identity. This is an implementation of the leading policy to communicate entrepreneurship to the public. The management of consistent and continuous social media accounts is a strategy to build the Untar brand as a campus of entrepreneurship. Consistency in promoting messages related to entrepreneurship is a strategy to build a brand. While the continuity of the message delivered also strengthens the Untar brand. Continuity between one message with another message is also very supportive.

Social media is one of the supporting brands. The success of a brand is certainly not solely determined by social media. Many other activities are forming brands. Social media can indeed form a brand but not the only factor. Other activities also need to be supported including real activities and publications through conventional media. Conventional media such as newspapers and television remain a force that can give the power to form a brand.

The formation of the Untar brand as a college of entrepreneurship was carried out by Untar public relations through social media. Untar Public Relations utilizes social media by prioritizing various activities related to entrepreneurship consistently.

The guideline in building the Untar brand is; first, build perceptions through reality by uploading things related to Untar's activities or achievements in the field of entrepreneurship. Public Relations want to show that entrepreneurship is truly the identity of Untar. Second is differentiation by declaring Untar as a university that produces reliable entrepreneurs.

Untar Public Relations also increased the intensity of publications on social media so as to strengthen public perceptions.

Kurniawati and Arifin [18] mention social media gives identity to brands or brands that are marketed and helps in spreading messages in a relaxed and communicative way.

Seeing Untar's specific audience that is targeted mostly by students who are the younger generation, the brand will be more easily formed by delivering the message that fits the communicant. Informal and more relaxed ways of delivery are more easily accepted by the younger generation. But this is also the lack of messages delivered on Untar's social media which are considered too formal.

From the results of observations of Untar's social media content, it still looks formal both from image loading and captions. This is because the social media managed by Untar public relations is the official "message" of the institution. Untar Public Relations is part of an organizational structure that is bound by standard and standard values. Here, Untar public relations have not been able to convey messages with information and not rigid packaging.

An example is in the style of caption writing and photographs. The photo is still ceremonial. The sentence doesn't really fit the language style of young people who are freer. This was acknowledged by the Untar students themselves.

This is also a challenge for social media managers in higher education. People who are addressed through social media are sometimes very broad. As if to target all audiences. Even though the effectiveness of social media so that it is in accordance with what is expected by the giver of the message is concerning the content of the message that is in accordance with the intended audience.

Prastya , social media is indeed used by organizations, but it does not illustrate that public relations are the most active party in this area of communication. What each person posts in the organization through their personal social media accounts can affect the organization's image.

Prastya quoted Deloitte as finding that the majority of employees thought it was very easy to damage the company's reputation through social media. Twenty-four percent said they strongly agreed and 50 percent agreed. As for those who say they don't agree 20 percent and strongly disagree, only 3 percent. This risk is very likely to occur considering the number of Untar students is almost 15,000 and 1,000 lecturers and employees. If every person is considered to have his own social media account, this large amount is very difficult to control.

The findings above must also be of concern to Untar public relations. Social media can form a reputation, but on the other hand, there are also many social media accounts managed by individuals or affiliated organizations Untar can be just the opposite. The reason is that these accounts can only contain messages that are not constructive. Although sometimes it is personal, it can have an influence on the overall image of the Untar.

Besides that social media can also be a two-way communication medium that can form the Untar brand. As stated by Moore [19] in the book, The Review Of The Public Relations Special In Education. He said Public relations tactics that work ensure the kind of involvement and engagement essential to school and student success. Public Relations involves more than the dissemination of news and information. Collecting, evaluating, and acting on feedback and insight are integral parts of the process.

Public relations serves to ensure involvement and participation as important for the success of schools and students. Public Relations is not just about distributing news

and information. Collecting, evaluating, and acting on feedback and input is an integral part of the process.

Likewise delivered by Moore [19]. This two-way communication exchange active listening as well as talking-helps build an environment of accountability, transparency, and essential ownership to building trust and credibility. Two-way communication built by public relations helps build an accountable, transparent and have a sense of belonging as the core of building trust and credibility.

Of course, there are many factors that play a role in the brand formation and are not solely determined by social media. But this media can be used as a tool that supports the formation of the Untar brand, especially for the millennial generation as the biggest user of social media. Iqbal, Md.Rasli and Hasan [11] delivered University's strong brand name can be established by providing quality, services, creating emotional links with students, a unique set of communication and service.

Higher education institutions still have to maintain the quality of service, and create emotional relationships with their students and prepare unique communications and services. This understanding reinforces the fact that public relations are only one element in universities in building a reputation. The position of public relations is to communicate to the public and one of the media that can be used is through social media.

IV. CONCLUSION

Untar Public Relations manages social media accounts consistently and continuously as a strategy to build the Untar brand as a campus of entrepreneurship. In a competitive era where every college wants to show its superiority and identity, branding efforts are very important.

Social media is one of the supporting factors for brand formation but not the only factor. Other activities also need to be supported including real activities and publications through conventional media. Conventional media such as newspapers and television remain a force that can shape a brand.

In addition, all elements must show performance in order to strengthen Untar's identity as an entrepreneurship college. The public must show tangible evidence that Untar is indeed an entrepreneur-producing campus in Indonesia.

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